

ACT-ON MARKETING AUTOMATION ACTIVE CONTACT PRICING

Pricing as Unique as Our Platform

While some vendors charge you for every contact in your database, Act-On is different. Our price is focused on when we drive value for you, which is when you engage with contacts. Why pay for contacts that you aren't interacting with?

PROFESSIONAL

Starting at
\$900

PER MONTH*

Full-featured marketing automation platform for growing businesses

Starts at **2,500**
active contacts

3 marketing users

50 sales users

30,000 API calls per day

**Billed annually*

ENTERPRISE

Starting at
\$2000

PER MONTH*

Complete Professional platform, plus additional capabilities for teams with advanced strategies

Starts at **2,500**
active contacts

6 marketing users

100 sales users

30,000 API calls per day

**Billed annually*



Download our Marketing Automation Buyer's Checklist


Make sure you don't miss anything during your evaluation process and getting all of the essentials.

[DOWNLOAD CHECKLIST](#)

What's Included in the Platform?


	PRO	ENT		PRO	ENT
Adaptive Nurturing and Lead Scoring	✓	✓	Templates for Email, Landing Pages and Programs	✓	✓
Landing Pages with Adaptive Forms	✓	✓	Sales Enablement Tools	✓	✓
Email Marketing with A/B Testing	✓	✓	Data Studio for Advanced Reporting and BI Integration	Add-On	✓
Adaptive Segmentation	✓	✓	Account-Based Marketing	Add-On	✓
Website Visitor Tracking and Alerts	✓	✓	Multiple Scoring Rule Sheets	Add-On	✓
Social Publish and Listening	✓	✓	CRM Integration	Add-On	✓
Webinar Program Management	✓	✓	API Calls	30,000/Day	30,000/Day
Reporting Dashboards	✓	✓			

Add-Ons




ADVANCED SOCIAL MEDIA

Complete social campaign management with custom reporting and advocacy program




ACCOUNT-BASED MARKETING

Sync your CRM Account data to create automated Account views, personalized content, and view account level activity history and score




DATA STUDIO REPORTING

Custom reporting and data export tool so you can create reports specific to your business and integrate your business intelligence platform




MULTIPLE SCORING RULE SHEETS

Create multiple scoring rule sets for your different audiences (customers vs. prospects, product lines, regions, etc.)



DEDICATED IP

Own your email reputation and deliverability success by sending off an IP address specific to your business



CRM INTEGRATION

Complete your solution with our top rated CRM integrations

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more